

LEO BURNETT COMPANY, Inc.

Ad No. 116V—Reg. No. 51172—1 page—RW—7 x 10 in.

Vind. April, 1955
Cigar & Tobacco Journal, April, 1955
Retail Tobaccoist, April 3, 1955
Tobacco Dealer, April, 1955
Tobacco & Cigar Dealer's Guide, April, 1955
Tobacco Leaf, April 9 & 15, 1955
Tobacco Record, April, 1955
Western Tobaccoist, April, 1955
U. S. Tobacco Journal, April 15, 1955

Only a
baby...but
BIG!

...and getting bigger and
BIGGER every day

POPULAR
FILTER
PRICE



NEW Marlboro

THE LONG-SIZE FILTER CIGARETTE FROM PHILIP MORRIS

...and these
are the reasons
why:

- *Fits all vending machines.*
- *Delivers the goods on flavor—makes it easy to change to filter smoking.*
- *Flip-top Box—first really new cigarette package in 38 years.*
- *Exclusive New Filter—easy-drawing, delivers the goods on flavor.*
- *New recipe—selected over all others by the most smokers.*
- *Major league Newspaper, TV, and Display advertising.*

GIVES YOUR CUSTOMERS MORE DOWNRIGHT VALUE FOR THEIR CIGARETTE DOLLARS

